

Course title	Global and International Marketing Strategies				
Course code	MKTG-494				
Course type	Major Requirements				
Level	1 st Cycle				
Year / Semester	3 rd / Fall				
Teacher's name	Marketing Faculty				
ECTS	6	Lectures / week	1 (2.5 hrs)	Laboratories / week	NA
Course purpose and objectives	<p>This course provides students with a comprehensive understanding of how to navigate and succeed in the global market. It covers key concepts such as market entry strategies, cultural influences on consumer behavior, and the adaptation of the marketing mix at the international level. Students will learn how to analyze global business environments, assess opportunities, and manage risks associated with international expansion. The course explores topics such as global branding, intercultural communication, and the impact of economic and political factors on marketing strategies. Through case studies and projects, students will develop the skills necessary to create marketing strategies tailored to different international environments, aligning them with broader business objectives. By the end of the course, students will be equipped to design and implement effective marketing strategies that drive success in a globalized economy.</p>				
Learning outcomes	<p>After completion of the course students are expected to be able to:</p> <ol style="list-style-type: none"> 1. Explain the key characteristics and major dimensions of the international marketing environment. 2. Utilise and apply the basic principles and concepts of international marketing and the international environment. 3. Utilize global information systems to conduct market research internationally. 4. Describe and demonstrate the marketing processes related to segmentation, targeting, positioning for products marketed in foreign countries. 5. Understand the forces affecting importing, exporting and sourcing decisions. 6. Evaluate and implement various global market entry strategies. 7. Design marketing mix for global companies differentiated by industries, company types, competitive levels and levels of economic development. 				

	8. Explain the cultural and ethical issues faced by global marketers.		
Prerequisites	MKTG-292	Required	X
Course content	<p>Introduction to Global Marketing</p> <ul style="list-style-type: none"> International marketing involves the performance of business activities designed to plan, price, promote and direct the flow of a company's goods/services to consumers in more than one nation for a profit. Forces affecting global marketing are analysed, standardization and adaptation are discussed. <p>The Global Economic Environment</p> <ul style="list-style-type: none"> The Global Economic Environment is the foundation of growth. Economic environments are platforms where individuals trade goods, services, and money to grow their separate wealth. This in turn grows the general wealth of the environment. <p>The Political, Legal and regulatory Environments.</p> <ul style="list-style-type: none"> Understanding the elements of a country's political, legal and regulatory environments are essential in global marketing activities. <p>Social and Cultural Environments</p> <ul style="list-style-type: none"> Having an understanding of the culture can actually become a firm's competitive advantage. To do this we must overcome our prejudices that are a natural result of the human tendency toward ethnocentricity. Cultural factors challenge global marketers because many are hidden from view. In order to do this, the chapter will look at culture from several different conceptual. <p>The Global Trade Environment</p> <ul style="list-style-type: none"> Types of trade barriers are described, types and benefits of economic integration are analysed. <p>Segmentation, Targeting and Positioning</p> <ul style="list-style-type: none"> Global market segmentation is based on the premise that companies should attempt to identify consumers in different countries who share similar needs and desires. <p>Global Market-Entry Strategies: Licensing, Investment, and Strategic Alliances</p>		

- Licensing, franchising, contract manufacturing, joint venture, wholly owned subsidiaries and cross-border strategic alliances are presented, decision criteria for mode of entry are discussed.

Global Marketing Communication Decisions

- A global company possesses a critical marketing advantage with respect to marketing communications: It has the opportunity to successfully transform a domestic advertising campaign into a worldwide one. Alternatively, it can create a new global campaign from the ground up. The search for a global advertising campaign should bring together key company and ad agency personnel to share information, insights, and experience.

Brand and Product Decisions in Global Marketing

- The product “P” of the marketing mix is at the heart of the challenges and opportunities facing global companies today: Management must develop product and brand policies and strategies that are sensitive to market needs, competition, and company ambitions and resources on a global scale.

Pricing

- Generally speaking, international trade results in lower prices for goods. Lower prices, in turn, help keep a country’s rate of inflation in check. In a true global market, the law of one price would prevail: All customers in the market could get the best product available for the best price.

Global Marketing Channels and Physical Distribution

- Although channels for consumer products and industrial products are similar, there are also some distinct differences. In business-to-consumer marketing (b-to-c or B2C), consumer channels are designed to put products in the hands of people for their own use; as participants in a process known as business to-business marketing (b-to-b or B2B), industrial channels deliver products to manufacturers or other types of organizations that use them as inputs in the production process or in day-to-day operations.

Strategic Elements of Competitive Advantage

- In any industry, competition works to drive down the rate of return on invested capital toward the rate that would be earned in the economist’s “perfectly competitive” industry. Rates of return that are greater than this so-called competitive rate will stimulate an inflow of capital either from new entrants or from existing competitors making additional investment. Rates of

	<p>return below this competitive rate will result in withdrawal from the industry and a decline in the levels of activity and competition.</p> <p>Importing, Exporting and Sourcing</p> <ul style="list-style-type: none"> Issues related to importing, exporting and sourcing are discussed, national policies and tariff systems are described and decision-making factors are analysed.
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Teaching methodology	Lectures, Study & Analysis of bibliography, Project, Essay Writing, Interactive Teaching.
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Bibliography	
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Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Green, M. and Keegan, W.J.	Global Marketing, 10th International Edition	Pearson	2020	E-book

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Green, M. and Keegan, W.J.	Global Marketing, 10th Global Edition	Pearson	2020	9781292304021

Assessment	Midterm Exam, Final Exam, Class Workshops, Project, Class Participation.
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Language	English
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